

Message Text

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PAGE 01 BOGOTA 03400 121259Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 ICA-20 /043 W
-----097951 130443Z /15

R 112116Z APR 78
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 7416
USDOC WASHDC
INFO AMCONSUL BARRANQUILLA
AMCONSUL CALI
AMCONSUL MEDELLIN

UNCLAS BOGOTA 3400

E.O. 11652: N/A
TAGS: BEXP, CO
SUBJ: TRADE PROMOTION: CCP SECOND QUARTER REVIEW

REF: A. BOGOTA 0229; B. STATE 042303

1. MISSION WAS ABLE TO COMPLETE ALL MAJOR PROGRAMMED CCP ACTIVITIES DURING THE SECOND QUARTER. NON-PROGRAMMED EVENTS AND ACTIVITIES DURING SECOND QUARTER WERE EXTENSIVE.

2. PRINCIPAL NON-PROGRAMMED ACTIVITIES WERE:
A. EMBASSY, TOGETHER WITH PROEXPO AND INCOMEX, SPONSORED GSP SEMINARS IN BUCARAMANGA AND MEDELLIN. COMMATT TRAVELED TO BOTH CITIES AND GAVE AN EXTENSIVE BRIEFING TO LOCAL GOVERNMENT AND INDUSTRY REPRESENTATIVES ON US SYSTEM, HOW IT WORKS, HOW TO UTILIZE IT, ETC. EXCELLENT SUPPORT WAS RECEIVED FROM AMCONSUL MEDELLIN AND BINATIONAL CENTER IN BUCARAMANGA. PARTICIPATION IN SEMINARS WAS HIGH (80-100 AT EACH) AND SEMINARS SERVED TO BETTER US-COLOMBIAN COMMERCIAL RELATIONSHIPS. TEN MAN-DAYS WERE EXPENDED ON THESE EVENTS. ICA WAS PARTICULARLY HELPFUL IN GAINING MEDIA COVERAGE OF THE SEMINAR IN BUCARAMANGA AND ORGANIZED SOME NATIONAL NEWS COVERAGE FOR THE MEDELLIN LEG AS WELL.

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B. TWO DIFFERENT TRADE DISPUTES, AMERICAN SEAFOOD COMPANY (SAL PIAZZA) AND THE BARGES MECI 6 AND MECI 8, INVOLVING HIGH LEVEL CONTACTS WITH GOC AUTHORITIES, CALLED FOR CONSIDERABLE ATTENTION BY THE ECON/COMMERCIAL SECTION AND AMCONSUL BARRANQUILLA. POSTS' INTEREST AND ACTION SEEMS TO HAVE ASSISTED IN CONCLUDING BOTH CASES SATISFACTORILY. FOURTEEN MAN-DAYS

WERE DEVOTED TO THESE CASES.

C. THE IOWA TRADE MISSION THAT VISITED BOGOTA IN JANUARY 1978 WAS THE ONLY NON-PROGRAMMED TRADE PROMOTION EVENT. MISSION MEMBERS REPORTED 41 TRADE LEADS, 71 THOUSAND DOLLARS IN IMMEDIATE SALES, AND 1.5 MILLION DOLLARS IN EXPECTED 12 MONTH SALES. IN ADDITION, FIVE MEMBERS REPORTED FINDING SALES REPRESENTATIVES AND DISTRIBUTORS. MORE THAN 25 MAN-DAYS WERE EXPENDED FOR THIS EVENT (SEE BOGOTA 1139).

D. ICA SPONSORED AN ENERGY SEMINAR WITH DR. FREDERICK I. ORDWAY AS GUEST SPEAKER. ECON OFFICER PENFOLD ALSO PARTICIPATED. SEMINAR WAS HELD IN BOGOTA, BARRANQUILLA AND MEDELLIN. ATTENDANCE IN EACH LOCATION WAS DRAWN FROM INDUSTRY, GOVERNMENT, AND UNIVERSITY SECTORS. IN BOGOTA, MINISTER OF MINES AND ENERGY PARTICIPATED. PRESS COVERAGE WAS EXTENSIVE. MR. ORDWAY GAVE A PRIVATE SEMINAR FOR THE STAFF OF EMPRESAS PUBLICAS DE MEDELLIN. THIS PRESENTATION SHOULD HAVE A HIGH COMMERCIAL IMPACT SINCE EMPRESAS PUBLICAS IS AN END-USER OF ENERGY TECHNOLOGY. TWO MAN-DAYS WERE EXPECTED IN PARTICIPATION BY ECON/COMMERCIAL SECTION.

E. COMME NLZFMEN#
TO COLOMBIA TO STUDY PESTICIDE USE. VISIT INVOLVED HIGH LEVEL CONTACTS WITH GOC AGRICULTURAL SECTOR. NINE UNCLASSIFIED

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MAN-DAYS HAVE BEEN EXPENDED ON THIS STUDY.

F. COMMATT DRAFTED DETAILES AIRGRAM (BOGOTA A-11) DESCRIBING EFFECTS OF PERCEIVED US TRADE RESTRICTIONS ON US COLOMBIAN COMMERCIAL RELATIONSHIPS.

G. TWO TREASURY REPRESENTATIVES VISITED BOGOTA AT THE REQUEST OF GOC TO DISCUSS CONTERVAILING DUTY CASES INVOLVING COLOMBIAN EXPORTS OF LEATHER HANDBAGS AND TEXTILE PRODUCTS. TOP LEVEL REPRESENTATIVES FROM IMCOMEX AND PROEXPO PARTICIPATED IN THESE DISCUSSIONS AS WELL AS INDUSTRY REPRESENTATIVES. VISIT WAS EXTREMELY USEFUL AND GOC EXPRESSED COMPLETE SATISFACTION WITH TALKS. SIX MAN-DAYS WERE UTILIZED BY EMBASSY.

H. FIFTEEN MAN-DAYS WERE DEVOTED TO PREPARATION FOR EMBASSY INSPECTION.

I. TECHNICAL TEXTILE DELEGATION VISITED BOGOTA IN PREPARATION FOR US-COLOMBIA BILATERAL TEXTILE AGREEMENT NEGOTIATIONS. TWO MEETINGS WERE HELD WITH TECHNICAL REPRESENTATIVES FROM GOC AND THE NEW TEXTILE CORRELATION AND ITS

EFFECT ON THE AGREEMENT WERE DISCUSSED IN DETAIL. ONE MAN-DAY USED.

J. A THREE MAN FAA TEAM VISITED BOGOTA TO BRIEF CIVIL AUTHORITIES ON MLS. EMBASSY ARRANGED BRIEFING AT AIRPORT FOR ENGINEERING STAFF AND TOP OFFICIALS. FOLLOW-UP ON BRIEFING HAS BEEN EXTENSIVE. APPROXIMATELY FOUR MAN-DAYS WERE DEVOTED TO THIS PROJECT.

3. CAMPAIGN NUMBER 1, XII INTERNATIONAL FAIR, IS BEGINNING TO DRAW AN INCREASING SHARE OF POST RESOURCES AS JULY APPROCHES. THE EMBASSY HAS RECRUITED APPROXIMATELY 80 FIRMS AND ALL SPACE HAS BEEN RESERVED FOR SOME TIME. A WAITING LIST IS BEING MAINTAINED. EMBASSY HAS SELECTED DESIGN/CONSTRUCTION UNCLASSIFIED

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FIRM AND FINAL PLANNING ON PAVILLION LAYOUT IS CURRENTLY UNDER WAY. PRE-FAB CONSTRUCTION OF BOOTHS HAS BEGUN. JOHN MOTION, STATE OF FLORIDA, VISITED BOGOTA TO COORDINATE STATE EFFORTS IN MOUNTING EXHIBITION. ICA TAPED INTERVIEW WITH MOTION FOR USE BY LOCAL RADIO. PRESS ARTICLES ON US PAVILLION HAVE BEGUN TO APPEAR IN NEWSPAPERS.

4. IN ACCOMPLISHING PROGRAMMED ACTIVITIES, EMBASSY MET WITH SOME DIFFICULTY IN PROVIDING PRESS RELEASES IN CERTAIN CAMPAIGNS. THIS WAS DUE PRIMARILY TO THE LACK OF CURRENT INFORMATION SUITABLE FOR SUCH RELEASES. EMBASSY OBTAINED RESEARCH STUDIES NOTED REFTEL (B) BUT INFORMATION THEREIN OUTDATED AND THUS THIS VEHICLE NOT PARTICULARLY ADEQUATE. HOWEVER, IT IS FELT THAT NEWSLETTER AND OTHER SOURCES (VOA) PROVIDED SUFFICIENT COVERAGE.

5. THE MARKET ANALYSIS UNIT SCHEDULE HAS BEEN AMENDED TO REFLECT EMBASSY PRIORITIES. THE EARTH MOVING AND MINING REPORT IS CURRENTLY BEING TYPED AND WILL BE IN WASHINGTON BY APRIL 21. BUSINESS EQUIPMENT AND SYSTEMS SURVEY WILL BE PREPARED DURING THIRD QUARTER AND MAU IS ORGANIZING A FOREIGN BUYERS GROUP TO THE TEXTILE EQUIPMENT SHOW IN GREENVILLE, S.C., AT THE END OF APRIL. THE AVIATION EQUIPMENT REPORT WAS COMPLETED DURING THE SECOND QUARTER INSTEAD OF THE THIRD.
ASENCIO

NOTE BY OC/T: BOGOTA 3400(0)AS RECEIVED.

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